

# Injection Section

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# A NOTE FROM STEVE ROGERS

President  
Anchor Plastics, Inc.



As always, I would like to take the time to thank all of our customers, suppliers, employees and friends of Anchor Plastics, Inc. Without all of you, none of our successes would be possible. Thank you!

## DID YOU KNOW?

Although he never perfected his product, Alexander Parkes (1813-1890) invented one of the earliest forms of plastic. It eventually led to the commercial and manufacturing success of plastic products. A talented metallurgist and inventor, Parkes held 66 patents on processes and products related to electroplating and plastic development.

The son of a brass lock manufacturer, Alexander Parkes was born in Birmingham, England in 1813. Parkes was raised around metal fabrication. In his first job he worked as an apprentice at Birmingham's brass foundry, owned by Samuel S. Messengers and Sons.

Parkes switched his attention from brass work to electroplating when he went to work for George and Henry Elkington and is credited with inventing the first man-made plastic, which he patented as Parkesine in 1856.



## No. 34: BIZ JOURNAL FAST 50!

In October 2012, Anchor Plastics was chosen #34 on the Minneapolis/St. Paul Business Journal's FAST 50, a list of the fastest-growing private companies in the Twin Cities based on revenue growth over the past three years. \*

Anchor Plastics, a manufacturer of injection-molded plastics in Golden Valley, was founded in 2007. President and CEO Steve Rogers started it when he bought a manufacturing facility from his father's company, where he had worked in one way or another since he was 10 years old.

"I finished paying it off in August 2008, then lost 60 percent of my sales in April 2009, and almost lost the whole thing," Rogers said.

But Anchor Plastics avoided layoffs and has grown steadily since 2009, when its revenue was \$1.7 million. Revenue rose to \$1.7 million in 2010, and \$2.1 million in 2011. Rogers expects the company to come close to \$3 million this year.

"I've heard people say they

reduced marketing and sales when the economy went south, but we knew that meant there were fewer people going out to make opportunities happen," Rogers said. "We took advantage of that."

John Anthony is a territory manager for Entec Polymers, a Florida-based supplier of thermoplastic materials that supplies Anchor Plastics. Anthony believes that Anchor's success comes in part from avoiding jobs where the lowest price is the determining factor and seeking jobs where better engineering can add value.

"We don't make ice cream buckets or flower pots," Rogers said. "We're not an engineering company, but we can suggest ways to reduce the weight by 20 percent with a different material that's better and cheaper, or to have a faster cycle. For some customers, that can mean a half million dollars in savings."

While the fast growth has been welcome, Rogers plans to slow it down a little. His strategic plan calls for stabilizing when Anchor

## BIRTHDAYS AND ANNIVERSARIES

### Birthdays

Oct. 9th	Ron Rogers
Oct. 17th	Josh Platt
Oct. 23rd	Nate Beaudry
Nov. 24th	Kathy Coan
Dec. 3rd	Darrel Bogren
Dec. 31st	Ruth Fischbach

### Anniversaries

Oct. 23rd	Darrel Bogren 6 Years
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## 3D PRINTING FROM HOME INCREASING

Home use of 3D printing systems will be the fastest growing market for the technologies, according to a speaker at Expoplast12.

"North American demand is about \$1.7 billion in products and services," said Vincent Laithier, sales manager of Axis Prototypes, a 3D printing and prototype producer based in Saint-Leonard, Quebec. "The market will double in size in the next four years, primarily from home printers."

Laithier was addressing delegates at the Innovation Briefs seminars held at Expoplast, held Nov. 14-15 in Montreal. Laithier was citing statistics generated

by Wohlers Associates Inc. of Fort Collins, Colo.

Home use will include consumers making replacement electronic parts and appliance parts from CAD drawings downloaded from websites. In the future consumers could elect to make their own toys using 3D printing. A novel use will be creating 3D family portraits from 2D photographs, he predicted.

Laithier said the biggest current market for 3D printing is consumer products, representing 24 percent of demand. That sector is followed by motor vehicles (19 percent), medical/dental (13 percent), business machines (10

reaches the \$5 million mark. "Past that point, you tend to lose what makes you great in this industry," he said. "We don't want to lose our service edge."

Anthony said conservatism was another of Anchor's strengths.

"[Its] not trying to be the largest molder in the state," Anthony said. "[Rogers is] happy with good, solid, controlled growth."

#### **Anchor Plastics Inc.**

Growth rate: 83.01%

2011 revenue: \$2,124,500

President and CEO: Steve Rogers

Year founded: 2007

Employees: 15

Business: Manufacturer of injection-molded products

**Have you sought financing from new or alternate sources in the past year?** No.

#### **Number of employees at**

End of 2009: 18

End of 2011: 16

**What are you looking forward to most in the coming fiscal year?**

With the increase in business we are experiencing, we look forward to increasing our capabilities to better serve our customers' needs. We specialize in helping our customers grow their

businesses through better products and designs, and we have found numerous cost-saving opportunities for our customers while improving their products. We have spent a lot of resources in learning the latest technologies in our industries, while maintaining our core competencies. We have found this combination has really been the key to our growth. We can't wait to work with more people in this way.

**What is the biggest challenge your company will face in the coming year and what is your strategy to overcome it?**

Our biggest challenge will be finding good people to add to our staff. In our market, it is hard to find people who want to work in manufacturing. While Anchor works with the local trade schools, offering internships to learn about the molding process, it is experiencing difficulty finding people for its open positions. We have found that we are doing a lot of internal training and have to be more creative in our strategies to recruit new employees to meet our continuing growth.

**Are you profitable?** I can proudly say YES!

**Compare your company to a superhero:** Although I do share my name with Captain America's alter ego, Steve Rogers, I must admit that I am



not a comic book junkie. I brought the question to my team, and they agreed that the best superheroes that would fit us are the Avengers. The Avengers are specific to us because of how they achieve their success. We have a dynamic group of individuals who all share the same goal. Everyone here at Anchor Plastics is a superhero individually, and when we all work together, there isn't much we can't overcome. That is why we chose the Avengers.

— Steve Rogers, President & CEO

\*Excerpts taken from Minneapolis/St. Paul Business Journal

... 3D Printing from Home Increasing continued ...

percent), aerospace (8 percent), government/military (7 percent), architecture (4 percent), academia (4 percent) and other, including home use, (6 percent).

Advantages of 3D printing include no tooling costs, no inventory costs, shorter time to market, ability to innovate during development and make major changes to the critical path of part development.

Toy producer Mega Bloks of Montreal uses 3D printing to create prototypes which it can show to retail buyers to help them decide to pre-book orders before the actual toys are molded.

Laithier said one of the major recent market shifts occurred in spring 2012, when Stratasys Inc. of Eden Prairie, Minn., merged with Objet Ltd. of Rehovot, Israel.

## **EMPLOYEE SPOTLIGHT**

Anchor Plastics is happy to highlight **Kevin Robinson** in the Employee Spotlight.

Kevin was born in San Diego, CA and grew up in Buffalo, NY. Kevin has worked at Anchor Plastics for over 7 years as a Mold Technician and Processing Engineer. Prior to working for Anchor Plastics, Kevin was part of the Army Reserves based out of Arden Hills, MN.

As the youngest of 4 boys, he learned to have thick skin and credits that to preparing him for the military. Kevin is the proud father of a beautiful 4 year old daughter named Kennedy.

He has enjoyed every minute watching her grow up and says it is going way too fast.



When he is not spending time with Kennedy or working, Kevin enjoys playing in basketball tournaments, reading books, and playing video games.

He says there is nothing better than homemade tacos and guacamole. Kevin's favorite color is red, as evident by the hat in his picture.



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### REMINDER!

Anchor Plastics' winter shutdown will start on December 19th and end January 2nd, in observance of the holiday season. We wish everyone a happy holiday!

## WINTERIZING YOUR HOME: TEN EASY TIPS

Now that winter is upon us, it is a good time to think about how to make your home warmer if you live in a colder climate. You can take steps to winterize your home to reduce your heating bills, take the chill out of the air, and be more comfortable in your home.

1. Boost Insulation - Warm air rises, and insulation is one of the best ways to keep it in the house. Look in the attic at your ceiling joists. If you can see them, you may need another layer of insulation.

2. Turn Down Your Water Heater - The default setting on water heaters is around 140°F. Avoid higher energy bills, and the occasional scalding, by turning the temperature down to 120°F.

3. Keep Hot Water Hot - Wrap a water heater blanket around your water heater and consider the installation of a timer on all electric water heaters.

4. Wrap Pipes - Insulating your pipes reduces heat loss, raises hot water temperatures delivered through your pipes and decreases the wait for hot water when you turn on the shower. Check to see if your pipes are warm to the touch; if yes, they are good candidates for insulation. Wrapping your pipes with insulation will also help prevent your pipes from freezing during a cold night.

5. Maximize Your Heating System - Have a professional tune up your furnace and clean the ducts. Install a setback thermometer so the heat drops when you are away from home and increases when you return.

6. Change Your Furnace Filter - This tip is easy to forget, but important to remember. Replace or clean your furnace filter once a month. Place a monthly check-mark on your calendar as a reminder.

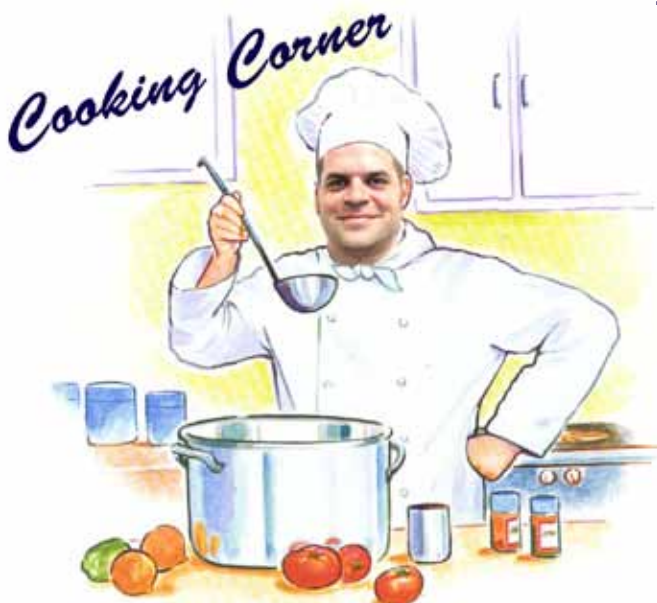
7. Run Ceiling Fans in Reverse - When you turn your clock back for the end of daylight savings time, switch your ceiling fans to run in reverse. Clockwise rotation of the blades circulates warm air pooled up at the ceiling back into the living space.

8. Decrease Drafts - Purchase or make a door draft snake. Take a long sock, fill it with sand or kitty litter and place it in front of the door to keep cold air from coming inside your home.

9. Seal Leaks - Caulk around windows, cracks in the perimeter of the house and outdoor faucets to plug the gaps. Apply caulk inside the house as well, anywhere you feel cool air. Use the incense test: carefully move a lit stick along walls; where the smoke wavers, you need to seal the leak.

10. Cover Windows - Use a window insulation kit to cover inefficient windows. One kit can cover 3-5 windows.

... with featured chef: Josh Platt



Recipe For:

Soda Cracker Pie

#### Ingredients:

- \* 3 egg whites
- \* 2 tsp vanilla extract
- \* 1 cup white sugar
- \* 1 cup crushed pecans (optional)
- \* 20 soda crackers, finely crushed
- \* 1/2 tsp baking powder

#### Directions:

1. Preheat oven to 325 degrees.
2. In a medium bowl, beat egg whites until stiff.
3. Fold in sugar, baking powder, crackers, vanilla, and pecans.
4. Pour into greased 9 inch pan and bake for 24-30 minutes.
5. Cool and serve, top with ice cream or fresh fruit.